



Writing a Winning Proposal

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Reviewing the solicitation

- Read the solicitation in its entirety, including attachments
- Look for the **WHO**, **WHAT**, **WHEN**, **WHERE** and **WHY**
 - Example: The **U.S. Army** requires **monthly** routine vehicle maintenance services for its fleet of twenty-five (25) passenger vehicles located at **Fort Detrick, Frederick, MD**. The contract **base period** will be for one year and include four (4) one year option periods.

Reviewing the solicitation (continued)

- Submission of proposal – When is the proposal due and how does the customer want you to submit your proposal?
- Pricing – How is the customer asking you to price out the specific products or services?
- Minimum requirements of the solicitation - Are there any required certifications, licenses, degrees, etc?
- Basis of Evaluation – Is it lowest cost, technically acceptable, best value, trade-off, etc?

Reviewing the solicitation (continued)

- Services – Is the customer asking you to identify key personnel?
- Supplies – Is there a manufacturer part number listed or a “brand name or equal” requirement?
- Small Business Program or Minority/Female/Disabled persons program– Is the requirement being “set aside” for a particular program? Are there subcontracting requirements?
- Proposal – What is the customer asking you to include in your proposal? Is there a maximum page allowance? (Also known as the Proposal Preparation Instructions)

Reviewing the solicitation (continued)

- Evaluation – How will the customer evaluate your proposal to arrive at a best value? Will the evaluation be based on the lowest price, technically acceptable proposal or will the customer consider a higher priced, more technically sound proposal to be the overall best value?
- Amendments – Have there been any amendments that change the requirements of the solicitation? Have you acknowledged those amendments in your solicitation?
- **IMPORTANT** - Ask questions in writing to obtain clarity on areas of the solicitation that are ambiguous.

Developing your proposal

- Brainstorm Your Execution Plan
 - How will my company accomplish these tasks (for services) or how will my company supply this product (for products) for the customer?
 - What subcontractors should I team with for this requirement?
 - What previous projects (that are of a similar size and scope) can I include as successful past performance information?
 - How do I want to price this work?
 - Who do I want to assign this project to?

Developing your proposal (cont.)

Put Your Execution Plan On Paper

- Include your own set of Who, What, When, Where and Why
- Who – Key Personnel (i.e. Program/Project Manager, Quality Control Manager, Company Leadership, Contract Manager, Subcontracts Manager)
- What – Detailed explanation of how your company will perform this work? Include subcontractors that may be supporting your company and their specific role in the performance of this work.
- When – Ensure your proposed level of effort meets the minimum requirements of the solicitation.
- Where – Ensure your key personnel are available on site, when needed, at the customer's location.
- Why – Explain why your company is the best value to the customer. Include relevant past performance information including date the work was performed, contact information of previous customer, brief scope of work and key personnel that worked on that contract.



Tips

- Develop a standard proposal template for your company
- Address each of the evaluation criteria and minimum requirements of the solicitation
 - If you fail to do so, your proposal could be deemed non-responsive
 - Follow the format of the proposal preparation instructions
- Think about your own weakness and compensate for that weakness in another area of your proposal
- Keep your proposal simple but detailed
- Have a second set of eyes read your proposal prior to submission
- Meet the proposal due date and email/call the customer to confirm receipt

Contact Information

***WOLFE PROPOSALS LLC** - “Helping small businesses navigate their way through the Government contracting process.”*

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